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| **BIG DATA: Today's Supernova of Information and Technology** |

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| **Caltech Entrepreneurs Forum**Encouraging the growth and success of technology-based entrepreneurial ***ventures in Southern California***<http://entforum.caltech.edu/>  |

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| **Saturday, October 15, 2016, 9:00 AM - 11:30 AM**[**Cahill Center for Astronomy and Astrophysics**](http://r20.rs6.net/tn.jsp?f=001iJPkfUJji5AU2I1kj-sEUpf2P84FSwcNhWcUjiw7DDYpw_dA0BQtSAhGnAyEIGuQyVskWy6eaE4nFUxa5acE7gjcve7vU7gkBBIfyL9Jft8xSZ2uOjt7s5VKtTf4qdN222BnioITdltGL9uM9K11Hm5m1zYRXvV1WekyBp7sZQ55UC1aTldZYW07E9KJAybqU6z7TUsszrzhL5dX7rAVnF7CZGgxEqJukM6HRVtpgoHXCnPoQsAxMcVrLWX6hPx84qrmcjLzaxUml1JbzmD6Gyb3UbsFO1cE2eQC-W4iaTLzORQwE6vjLH95C1v_FXsRkFhwV2ihK1uJvjUD0F71WSVTg1j1FO27Upb-Oo1vDiZxpCYPaMKi6Bhbtxx7ez-FAd1cCKGcl670Y0XUH2J2xQ==&c=G_jm8LytOV83qYUqS6jdSM44ey-ROOUAzSicHMSBF2XQq2hIHDtXuA==&ch=ZCPXl24kXOt3pUrS9QICEG80FK3Z4AObjMls8tYEXsdfOVIKhe7kKQ==)**BIG DATA has exploded and engulfed us all** and has led to a **technology** and **business revolution**. Every website, email, SMS text, mouse click, download, Internet of Things (IoT), sensors products, predict epidemics, calculate risk, understand consumer behavior and formulate public policies. Entrepreneurs are pursuing these **BIG DATA opportunities** in what is becoming the 21st century equivalent of the gold rush.  Our speakers will share their views on the opportunities and challenges science and entrepreneurs face in building BIG DATA Ventures, and give a clearer view of what's coming our way.**Keynote Speaker:****Gil Elbaz,** Founder & CEO of Factual, Inc; Co-Founder of Applied Semantics **Speakers:*** **Professor George Djorgovski,** Director, The Center for Data Driven Discovery; Professor of Astronomy, Caltech
* **Marty Ellingsworth,** President, Salt Creek Analytics
* **Peter Fader, *Professor of Marketing,* Wharton School, University of Pennsylvania*,* and *co-founder,* Zodiac**
* **David Waxman**, *Managing Partner*, TenOneTen Venture Partners

**Producer / Moderator:**  **Stan Tomsic,** Managing Director, Magna Point Group |

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| **November Program** Saturday, November 12, 2016**Gordon Binder,** *Founder of Coastview Capital LLC**Previously Chief Executive Officer and Chairman of Amgen*For more information about future programs, visit <http://entforum.caltech.edu/> |

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**Keynote Speaker: *Gil Elbaz, Founder & CEO of Factual, Inc; Co-Founder of Applied Semantics***

Mr. Gil Elbaz founded Factual Inc in 2007 and serves as its Chief Executive Officer, as well as the Founding Partner of TenOneTen Capital. He is an accomplished entrepreneur and pioneer of natural language technology and structured data ecosystems. Mr. Elbaz also co-founded Applied Semantics in 1998. Mr. Elbaz served as Director of Engineering for the Santa Monica office. He worked in engineering roles at IBM, Sybase, and SGI. He is on the board of trustees for the X Prize Foundation and Caltech. Mr. Elbaz earned his Bachelor's degree, with a double major in Engineering/Applied Science and Economics from Caltech in 1991.

***George Djorgovski, Professor of Astronomy, Executive Officer (dept chair) for Astronomy***

Dr. George Djorgovski has been on the faculty at Caltech since 1987. He obtained his advanced degrees at UC Berkeley, and was a Harvard Junior Fellow 1985-1987. He has a broad range of scientific interests, and is an author or coauthor of several hundred publications, about 200 of which are in refereed journals. In the recent years, he has been developing a growing interest in the intersection of science and information technology. He is one of the founders of the Virtual Observatory concept, and is currently one of the Directors of the Center for Advanced Computing Research (CACR) at Caltech. More information can be obtained at his website, <http://www.astro.caltech.edu/~george/>.

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***Peter Fader, Professor of Marketing, Wharton School, Univ of Pennsylvania, and co-founder, Zodiac***

Dr. Peter S. Fader is the Frances and Pei-Yuan Chia Professor of Marketing at the Wharton School of the University of Pennsylvania. His expertise centers around the analysis of behavioral data to understand and forecast customer shopping/purchasing activities. He works with firms from a wide range of industries, such as telecommunications, financial services, gaming/entertainment, retailing, and pharmaceuticals. Much of his research insights are reflected in his book, “Customer Centricity: Focus on the Right Customers for Strategic Advantage.” In addition to his various roles and responsibilities at Wharton, Professor Fader is also co-founder of Zodiac (http://www.zodiacmetrics.com/), a SaaS-based company that aims to make top-notch customer valuation models and insights easily accessible to a broad array of data-driven organizations.

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***Dr. Corey Thibeault, Director of Data Science, Neural Analytic***

Dr. Corey Thibeault joined Neural Analytics in January of 2015 and is responsible for developing data analysis algorithms. Corey obtained his PhD in biomedical engineering in 2012and most recently held research positions at HRL Laboratories and UCLA.

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***David Waxman, Managing Partner, TenOneTen Venture Partners***

David has nearly two decades of experience as a technology entrepreneur. After graduating with a masters degree from MIT’s Media Lab in 1995, David co-founded Firefly, an early pioneer in personalization and privacy technology, which was acquired by Microsoft in 1998 where the company’s flagship product became the Microsoft Passport, the web’s first unified authentication and identity platform. After Firefly, David co-founded PeoplePC, which went public in 2001 and was acquired by Earthlink in 2002. In 2005, David co-founded SpotRunner, a Los Angeles-based technology company that worked to revolutionize the way advertising was created, planned, bought and sold. Since leaving Spot Runner, David has dedicated his time to helping entrepreneurs realize their goals. He is an active mentor, speaker and investor.

**Producer /Moderator: *Stan Tomsic, Jr., Managing Director, Magna Point Group, LLC***

Stan Tomsic is a serial entrepreneur with experience in the technology and green/clean tech industries spanning over 25 years. He is Managing Director of Magna Point Group, LLC, a firm specializing in strategic assistance, business consulting, investments and mergers and acquisitions for technology and services companies. Previously, he was Executive Director of PortTech Los Angeles and was Administrator of the Business Technology Center of Los Angeles County. Stan is a Pasadena Angel. He is Chairman Emeritus of the Executive Committee of the Caltech/MIT Enterprise Forum, Co-Founder and Chairman of the Business Incubation Network of Southern California (BINS) and Director of LA Metro area for Cleantech Open.